Add the following claims:

15. (New) A system for measuring user interaction with a defined space on a network site of a network, the system comprising:

       at least one server in communication with the network, the server hosting one or more network sites where each network site includes a display area having one or more defined spaces, each defined space having a predetermined area on the display area of the network site; and

       at least one user computer in communication with the network, the user computer including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, and the user computer selectively recording interaction data relative to a location of a cursor on a display area and the duration upon with the cursor is left at the specific location on the display area of the interacted network site and transmitting the interaction data to the server hosting the defined space.

16. (New) The system of claim 15, wherein the network is the Internet; and the network site is a website.

17. (New) The system of claim 15, wherein the user computer records the interaction data by execution of a program in Javascript.

18. (New) The system of claim 16, wherein the user computer transmits the interaction data to the server hosting the defined space at the conclusion of the interaction between the browser of the user computer and a website.

REMARKS

In the first office action, the disclosure was objected to for including a hypothetical web address. Claims 1-14 were rejected under 35 U.S.C. §112, first paragraph, as containing subject matter which was not described in the specification. Claims 1-8 stand rejected under §102(e) as being clearly anticipated by Merriman et al. (U.S. 5,948,061). Further, claims 9-14 were rejected

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under §102(e) as being clearly anticipated by d'Eon et al.. (U.S. 6,006,197). In response thereto, the claims have been amended by rewriting claims 1 and 9. Claim 6 has been deleted and claims 15 –18 are added as new claims. Claims 1-5 and 7-18 remain in the application. In view of the amendments herein and the following remarks, reconsideration of this application is respectfully requested.

The present invention is directed to a system and method for measuring user interaction with a defined space, such as an advertisement space, on network site on a network, preferably being a web page of a website on the Internet. The system includes at least one server in communication with the network, and the server hosts one or more network sites where each network site includes a display area having one or more defined spaces, and each defined space has a predetermined area on the display area of the network site. The system further includes at least one user computer in communication with the network, and the user computer includes a browser that selectively interacts with the network sites, and has a cursor manipulated by the user about the display area of an interacted network site. The user computer selectively records interaction data relative to cursor placement and duration on a specific defined space on the display area of the interacted network site and then transmits the interaction data to the server hosting the defined space. The method includes the steps of interacting with a network site with the browser on the user computer, selectively recording interaction data on the user computer relative to cursor placement on a specific defined space on the display area of the interacted network site, and transmitting the interaction data to the server hosting the defined space.

In response to the office action, the specification has now been amended to so as to delete the web address. With regard to the rejections under §112(1), the Examiner has rejected claims 1-14 noting that there is no support in the specification for the recitations for "recording interaction data relative to cursor placement on a specific defined space on the display area of the network site". Applicant wishes to direct the Examiner's attention to page 5, lines 5-10 and page 8, lines 10-15 and lines 19-25 of the instant specification. Applicant's specification specifically notes the recordation of interaction data relative to cursor placement. Accordingly, Applicant asserts there is in-fact support for the subject matter recited in the claims. Accordingly, Applicant requests that the rejection on these grounds be withdrawn. Should the Examiner wish Applicant to include the subject matter as recited in the claims, Applicant would be more than willing to include this subject matter if requested.
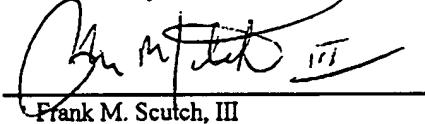
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With regard to the rejection under §102(e), the Examiner has rejected claims 1-8 over Merriman et al. and claims 9-14 over d'Eon et al. Merriman et al. teach a method for delivery, targeting and measuring of advertising over networks where the numbers of times advertising content is displayed is used to compile statistics for targeting the delivery of advertisements. d'Eon et al. teach a system and method for assessing effectiveness of internet marketing campaign where the number of impressions of web advertisements are correlated with post impression transactional activity to measure effectiveness of advertisements.

In order to better define the present invention over the prior art, claims 1 and 9 have now been amended to indicate that not only is cursor placement recorded but also time relative to movement. New claim 15 also recites there limitations. Thus, the present invention is directed to a system and method that allows data to be transmitted to a network based upon the location of the cursor and the time upon which it is in that location. Clearly, this is neither anticipated nor rendered obvious be the prior art either singly or in combination. Accordingly, Applicant respectfully suggests that the present claims now define an invention that is not anticipated by Merriman et al. or d'Eon et al and requests that the rejection on these ground be withdrawn.

Accordingly, this application is now believed to be in proper form for allowance. An early notice thereof is respectfully requested. No amendment made was related to the statutory requirements of patentability unless expressly stated herein. No amendment made was for the purpose of narrowing the scope of any claim, unless Applicant has argued herein that such amendment was made to distinguish over a particular reference or combination of references.

Please charge any fees associated herewith, including extension of time fees, to 50-0223.

Respectfully submitted,

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UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S)	MUTHUSWAMY, SIVAKUMAR ET AL.	GROUP ART UNIT:	2162
APPLN. NO.:	09/472,927	EXAMINER:	GRAVINI, STEPHEN MICHAEL

FILED: 12/27/1999
TITLE: SYSTEM AND METHOD FOR MEASURING WEB PAGE
                ADVERTISEMENT IMPRESSIONS

MARKED-UP CLAIMS

1   1.   (Once Amended) A system for measuring user interaction with a defined

2   space on a network site of a network, the system comprising:

3   at least one server in communication with the network, the server hosting one

4   or more network sites where each network site includes a display area having one or more

5   defined spaces, each defined space having a predetermined area on the display area of the

6   network site; and

7   at least one user computer in communication with the network, the user

8   computer including a browser that selectively interacts with network sites, the user computer

9   further having a cursor manipulated by the user about the display area of an interacted

10   network site, and the user computer selectively recording interaction data relative to cursor

11   placement **and time relative to movement** on a specific defined space on the display area

12   of the interacted network site and transmitting the interaction data to the server hosting the

13   defined space.

1   6.   (Cancel) The system of claim 1, wherein the user computer records

2   interaction data including the duration of the cursor placement on a specific defined space.

1   7.   (Once Amended) A method for measuring user interaction with a defined

2   space on a network site hosted by a server on a network, each network site including a

3   display area that has one or more defined spaces where each defined space has a

4   predetermined area on the display area, the network further having at least one user computer

5   in communication therewith including a browser that selectively interacts with network sites,

6   the user computer further having a cursor manipulated by the user about the display area of

7   an interacted network site, the method comprising the steps of:

8   interacting with a network site through the browser on the user computer;

9   selectively recording interaction data on the user computer relative to cursor

10   placement **and time relative to movement** on a specific defined space on the display area

11   of the interacted network site; and

12   transmitting the interaction data to the server hosting the defined space.

1   15.   (New) A system for measuring user interaction with a defined space on a

2   network site of a network, the system comprising:

3   at least one server in communication with the network, the server hosting one

4   or more network sites where each network site includes a display area having one or more

5   defined spaces, each defined space having a predetermined area on the display area of the

6   network site; and

7   at least one user computer in communication with the network, the user

8   computer including a browser that selectively interacts with network sites, the user computer

9   further having a cursor manipulated by the user about the display area of an interacted

10   network site, and the user computer selectively recording interaction data relative to a

11   location of a cursor on a display area and the duration upon with the cursor is left at the

12   specific location on the display area of the interacted network site and transmitting the

13   interaction data to the server hosting the defined space.

1   16.   (New) The system of claim 15, wherein the network is the Internet; and the

2   network site is a website.

1   17.   (New)   The system of claim 15, wherein the user computer records the

2   interaction data by execution of a program in Javascript.

1   18.   (New)   The system of claim 16, wherein the user computer transmits the

2   interaction data to the server hosting the defined space at the conclusion of the interaction

3   between the browser of the user computer and a website.